WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Agency Schedule Dates Product Advertiser 09/07/12-09/16/12 Millennium/DC, Washington DC (1108) McCrory for Governor (30707) Millennium Washington DC MCCRORY FOR GOV (195181) POLITICAL CANDIDATE (ns) (1186) Smart Media Group-Alexandria (6613)

Contract #

1365668

Brand Account Types Phone/Fax Buyer Name Sales Office Salesperson National/Political Candidate Agency BRD MCCR/ORDR/907916 DOME, PATRICIA

Smart Media Group-Alexandria 814 King St Ste 400

Alexandria, VA 22314

Comments Billing Type

MCCRORY FOR GOV MCCRORY FOR NC GOVERNOR JONATHAN VITTI

Weekly/Irregular

Demo CO-OP Commission % Package Deal Order Type Headline # Entered By Last Modified

Date Entered 09/12/12 08/30/12 A35+R 8 Normal ECR09808454 Lisa Carter

Greensboro (WXLV)

By Broadcast Month Spots
27 Sep. 2012 Grand Total:

27

\$2,640.00 \$2,640.00

\$396.00 \$2,244.00

Commission 15.00

Sales Tax Net Total

		,													
Accepted-			12.0	11.0	10.0	9.0	8.0	7.0	6.0	5.0	4.0	3.0	2.0	1.0	Line
Accepted-Agency/Advertiser:			12.0 Normal Line / SPOT (8)	11.0 Normal Line / Prime (17)	10.0 Normal Line / SPOT (15)	9.0 Normal Line / SPOT (14)	8.0 Normal Line / SPOT (11)	7.0 Normal Line / SPOT (2)	6.0 Normal Line / News (10)	5.0 Normal Line / SPOT (12)	4.0 Normal Line / SPOT (7)	3.0 Normal Line / SPOT (6)	2.0 Normal Line / SPOT (5)	1.0 Normal Line / SPOT (3)	Line Type / Break Type (Ref #)
			09/16/12-09/16/12	09/10/12-09/10/12	09/07/12-09/10/12	09/12/12-09/14/12	09/07/12-09/07/12	09/07/12-09/10/12	09/16/12-09/16/12	09/12/12-09/14/12	09/12/12-09/14/12	09/10/12-09/10/12	09/12/12-09/14/12	09/12/12-09/14/12	Dates
_			ω	ω	ω	w	ω	ω	ω	ω	ω	ω	w	3	Sec Length
Date: Accepted-Station:	CON		:30 10:58:40A- ABC-This Week	:30 10:01P- ABC-Castle (Monday)	:30 7:28:30P- Family Feud B	:30 7P- Family Feud	:30 11:35P- ABC-Nightline	:30 12P- 1P (EST)	:30 6:28:45P- ABC-World News Sunday	:30 11:35P- ABC-Nightline	:30 12P- 1P (EST)	:30 12P- 1P (EST)	:30 7:28:30P- Family Feud B	:30 12P- 1P (EST)	ength Run Times
ation:	FIR					2				2	2		2	2	SPW Mo
	CONFIRMATION CONTRACT					×××	,	j	1-4	×××	× ×		XXX	×	o Tu We Th Fr Sa Su
	RAC		Junk.	н	2	2	1	2	L	2	2	1-1	2	2	Spots
Date:	T		\$25.00	\$640.00	\$70.00	\$70.00	\$15.00	\$20.00	\$60.00	\$15.00	\$20.00	\$20.00	\$70.00	\$20.00	Rate
Comments:			\$25.00	\$640.00	\$140.00	\$140.00	\$15.00	\$40.00	\$60.00	\$30.00	\$40.00	\$20.00	\$140.00	\$40.00	Total
			\$25.00 Greensboro (WXLV)	\$640.00 Greensboro (WXLV)	\$140.00 Greensboro (WXLV)	\$140.00 Greensboro (WXLV)	\$15.00 Greensboro (WXLV)	\$40.00 Greensboro (WXLV)	\$60.00 Greensboro (WXLV)	\$30.00 Greensboro (WXLV)	\$40.00 Greensboro (WXLV)	\$20.00 Greensboro (WXLV)	\$140.00 Greensboro (WXLV)	\$40.00 Greensboro (WXLV)	Station
			THIS WEEK	CASTLE	FAMILY FEUD	FAMILY FEUD	NIGHTLINE	MILLIONAIRE	ABC WORLD NEWS	NIGHTLINE	MILLIONAIRE	MILLIONAIRE	FAMILY FEUD	MILLIONAIRE	Comments
			8/30/12	8/30/12	8/30/12	8/30/12	8/30/12	8/30/12	8/30/12	8/30/12	8/30/12	8/30/12	8/30/12	8/30/12	Entered

3/E Bookend P/B Piggy Back



WXLV-TV 3500 Myer Lee Dr

Winston Salem, NC 27101

Brand Billing Type Account Types Phone/Fax **Buyer Name** Sales Office Salesperson

Comments

Weekly/Irregular

National/Political Candidate Agency BRD

Sales Tax Net Total

\$2,244.00

MCCRORY FOR GOV MCCRORY FOR NC GOVERNOR JONATHAN VITTI

Ste 400

Alexandria, VA 22314

Smart Media Group-Alexandria 814 King St

Product Agency Schedule Dates Advertiser Contract # 09/07/12-09/16/12 McCrory for Governor (30707) 1365668

Smart Media Group-Alexandria (6613) MCCR/ORDR/907916 DOME, PATRICIA Millennium Washington DC Millennium/DC, Washington DC (1108) MCCRORY FOR GOV (195181) POLITICAL CANDIDATE (ns) (1186)

> Demo CO-OP Commission % Package Deal Order Type Headline # **Entered By** Last Modified Date Entered Commission \$396.00 15.00 A35+R 8 08/30/12 Normal ECR098084 Lisa Carter 09/12/12

> > \$2,640.00

15 4				
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	Grand Total:	Sep. 2012 _	st Month	Greensboro (WXLV
	27	27	Spots	3

	-								
	ccepted			17.0	16.0	15.0	14.0	13.0	Line
	Accepted-Agency/Advertiser:			17.0 Normal Line / SPOT	16.0 Normal Line / SPOT	15.0 Normal Line / Football	14.0 Normal Line / Football	13.0 Normal Line / News (19)	Line Type / Break Type (Ref #)
				09/16/12-09/16/12	09/15/12-09/15/12	09/15/12-09/15/12	09/15/12-09/15/12	09/12/12-09/14/12	Dates
			,	ω	ω	ω	ω	2	Sec
	Date:			:30				:30	Sec Length
	Accepted-Station:	CON		:307:58:40A- ABC-Good Morning America Sunday	:30 11:31P- CSI Miami	:30 7:58P- 11:30P (EST)	:303:30P-7P (EST)	:30 5:58:30P- News-News 14 Carolina on ABC 45 at 6pm	Run Times
7	tation:	FIRN							SPW Mo
(A)		CONFIRMATION CONTRACT						1 1	Tu We Th
		CONT			2	1	<u> </u>	j	Fr Sa
<u> </u>	,	RAC			2	ь	j-sk	ω	Su Spots
)	Date:			\$40.00	\$25.00	\$500.00	\$450.00	\$90.00	Rate
	Comments:			\$40.00	\$50.00	\$500.00	\$450.00	\$270.00	Total
				\$40.00 Greensboro (WXLV)	\$50.00 Greensboro (WXLV)	\$500.00 Greensboro (WXLV)	\$450.00 Greensboro (WXLV)	\$270.00 Greensboro (WXLV)	Station
				GMA	CSI MIAMI	COLLEGE FOOTBALL	COLLEGE FOOTBALL	NH W	Comments
				9/12/12	9/12/12	9/12/12	9/12/12	8/30/12	Entered

THE ALL DOING AND THE PRINCIPLE AND DOING

Rep Order# 9808454 EC'd Yes

Ver# 7 Status Revised

Traffic Order# 1365668

Last Received: Printed:

09/13/2012 8:24 AM

1 of 3

Showing Buylines: All Rep Revised Lines 09/12/2012 5:33 PM

Sales Office (Salesperson (Rep Firm

) WASHINGTON) JONATHAN VITTI

Salesperson Phone# Salesperson FAX# 202-955-5342

- CONTRACT COMMENT --

Phone#

Buyer Estimate# Product Station

PATRICIA DOME

907916

Agency C/P1/P2/E

ALEXANDRIA, VA 22314 () SMART MEDIA GROUP 814 KING ST, SUITE 400

09/05/2012 - 09/16/2012 MCCR/ORDR/907916

Hiatus Weeks Flight Dates Advertiser (

MCCRORY FOR GOV

WXLV-TV GREENSBORO/W.SALEM

Agency

Fax#

RACE OR ETHNICITY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

- REMARKS -

SEE MG LNS 20-23 FOR SPOTS NA

PLS CF THANKS

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*13			\	*23		щ	ŀ	
F,M	SA	F,M		US		SU	1 1 1	Day
09/07-09/10	09/15-09/15 630P-7P MADE-GOOD BY LINE (5) 23] V7 Effective Dates Changed	09/07-09/10 730P-8P MADE-GOOD BY LINE (5) 23] V7 Effective Dates Changed	Sales Remark. MKGD FOR SPOTS MKGD FOR SPOTS M V7 Added	09/16-09/16	MADE-GOOD BY LINE S) 23] V7 Effective Dates Changed	09/09-09/16		Dates
7P-730P	630P-7P NE (\$) 23] es Changed	730P-8P NE (5) 23] es Changed	V7 MKGD MISSED ON LN	8A-9A	NE (S) 23] es Changed	doett-dit	1	Time
FAMILY FEUD	ABC WORLD NEWS	FAMILY FBUD	Sales Remark. V7 MKGD ** ** ** ** ** ** ** ** **	GMA WEEKEND		HOLLYSCOOP		Program
.30	.30	.30		.30		.30	1 1 1	Len
\$70.00	\$40.00	\$70.00	ON LN #4. 9/07 9/15 1/WK), MK	\$40.00		\$10.00	1 1 1 1	Rate
0	0	0	2/WK), MKGD FOR SPOTS M	Н		0	1 1 1 1	Spots/Week
0	0	0	OR SPOTS	μ		0	1	# of Weeks
0	0	0	MISSED ON 1	Н		0	1 1 1	Total Spots
\$0.00	\$0.00	\$0.00	ON IN #4. 9/07 $^{\prime}2/WK)$, MKGD FOR SPOTS MISSED ON IN #9. 9/15 $^{\prime}1/WK)$, 9/15 $^{\prime}1/WK)$, MKGD FOR SPOTS MISSED ON IN #18. 9/12 $^{\prime}1/WK)$]	\$40.00		\$0.00	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Total Cost

V7 Effective Dates Changed MADE-GOOD BY LINE S) 23]

(1)		\	*20		* H-1 00			*16	1	In .	Buyer Phone# Fax#	Estimate#	Station Advertiser) (Rep O	
V.A.)		SA		M			SA	1 1 1 1 1	Day	***		n WXL	ć	rder#	
V7 Added	00/1	Sales Re V7 Added	09/15-09/15	V7 Eff	09/12-09/12 MADE-GOOD	V7 Eff	MADE-	09/15-09/15	!!!!!!!!!	Dates	PATRICIA DOME	907916	WXLV-TV GREENSBORO/W.SALEM () POLITICAL MCCPOPY FOR GOV		9808454	
Sales Remark. V7 Added	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	Sales Remark. V7 Added	09/15	ective Dat	9/12-09/12 10P-11F MADE-GOOD BY LINE (5) 23]	ective Dat	MADE-GOOD BY LINE S) 23]	09/15	1		Œ	0	NSBORO/W CAL		Ver# 7	
V7 MKGD	00-11200	V7 MKGD	330P-7P	V7 Effective Dates Changed	10P-11P INE (5) 23]	V7 Effective Dates Changed	(NE S) 23]	6P-630P	1 1 1	Time			.SALEM		Status Revised	
MCHA TOOLDALL	1000 H		NCAA FOOTBALL		FINAL WITNESS			HOLLYSCOOP	! ! ! ! ! ! ! ! ! !	Program	Flig Hia	Age	Age		sed	
	אה זיכ שוכש פהי		BALL (INC VS LOUISVILLE)		NESS			P			Flight Dates 09/05/2012 - 09/16/2012 Hiatns Weeks	(P2/E	Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400 AT FX ANDRIA VA 77314		Traffic Order# 1365668	,
	<u></u>		- - - 30		.30			.30	1 1 1 1	Len	9/16/2012	DR/907916	GROUP 0	Showing B	Last	
	¢,500		\$450.00		\$675.00			\$25.00	I I I I I	Rate				uylines: All R	Printed:	
ŀ			н		0			0	1 1 1 1 1	Spots/Week	Salesperson Phone# Salesperson FAX#	Sarvaforraou (Rep Firm Sales Office (Salesnerson (Showing Buylines: All Rep Revised Lines	09/13/2012 8:24 AM 09/12/2012 5:33 PM	
H	ш .		L		0			0	1 1 1	# of Weeks	# 202-955-5342) WASHINGTON) IONATHAN VITTI			
ŀ	ب		ч		0			0	!	Total Spots	-5342		NOT		2 of	

\$0.00

\$450.00

\$500.00

\$0.00

Total Cost

2 of ယ

-REPORT TOTALS-

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09/15-09/15

CSI MIAMI

Grand Gran

.30

\$25.00

N

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N

\$50.00

V7 Added Sales Remark.

> V7 MKGD 1130P-1230A

Report Totals. 5 / \$1,040.00

Market Totals

\$37,714 CABL

%

UNKN 0%

WBFX

%

28%

WCWG 0/0

YMEMY

10000						
					Fax#	
Hiatus Weeks					Phone#	
Flight Dates 09/05/2012			DOME	PATRICIA DOME	Buyer	
Agency C/P1/P2/E MCCR/				907916	Estimate#	
ALEXANDRIA, VA			FOR GOV	MCCRORY FOR GOV	Product	
814 KING ST, SUITH			JTICAL	() POLITICAL	Advertiser	
Agency () SMART ME		W.SALEM	Station WXLV-TV GREENSBORO/W.SALEM	WXLV-TV GI	Station V	
Traffic Order# 1365668	s Revised	Ver# 7 Status Revised	Ver#	\$ 9808454	Rep Order# EC'd Yes	

		sed
WGHP	Agency Agency Flight D Hiatus V	
26%	() SI 814 KING ALEXAN C/P1/P2/E rates	Traffic Order# 1365668
VYMW	AART M ST, SUI DRIA, V. MCCI 09/05/20	1365668
000	() SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 C/PI/P2/E MCCR/ORDR/907916 rates 09/05/2012 - 09/16/2012 Weeks	I Showir
NGDM		Printed: Last Received: ng Buylines: A
% O		ited: eived: les: All Re
IIXW	Rep Firm Sales Office (Salesperson (Salesperson Phone Salesperson FAX#	Printed: 09/13/2012 8:24 AM Last Received: 09/12/2012 5:33 PM Showing Buylines: All Rep Revised Lines
ω 90%	e (n (n Phones	24 AM 33 PM 'S

Demos Books

RA35+ null

0,	Salesperson ()	814 KING ST, SUITE 400 Sales Office ()	() SMART MEDIA GROUP Rep Firm
) JONATHAN VITT) WASHINGTON	
	07916	Salesperson ()	Sales Office () Salesperson ()

3 of

%

IIXW

39%

MXLV

7%

Subject: McCrory/980845/WXLV (1365668) Fligth Dates - 9/5-9/16

From: Lisa Carter < lcarter@sbgnet.com> Date: Wed, 12 Sep 2012 11:11:28 -0400

To: Jonathan Vitti < jonathan.vitti@msmtvsales.com>

Jonathan,

Here's what is n/a and what we can offer as mg's for this contract:

n/a lines 1, 4, 9, 13, 16 & 18

offer mg's sat 9/15 330-7p 1x \$450 (college football) sat 9/15 8-1130p 1x \$500 (college football) sat 9/15 1130p-1230m 1x \$50 (csi miami) sun 9/16 8-9a 1x \$40 (gma weekend)

Pls advise asap. These logs will close cob today.

Thanks,

Lisa

500 V. d

Mead revised

Rep Order# EC'd Yes

9808454

Ver# Ŋ Status Revised

Traffic Order# 1365668

Last Received: Printed:

Showing Buylines: All Lines

09/11/2012 4:06 PM 09/11/2012 3:37 PM

1 of

Sales Office (Salesperson (Rep Firm Salesperson Phone#) WASHINGTON) JONATHAN VITTI

Salesperson FAX#

202-955-5342

Fax# Phone# Buyer Advertiser Station Estimate# Product PATRICIA DOME 907916 () POLITICAL MCCRORY FOR GOV

> ALEXANDRÍA, VA 22314 P1/P2/E MCCR/ORDR/907916 () SMART MEDIA GROUP 814 KING ST, SUITE 400 09/05/2012 - 09/16/2012

WXLV-TV GREENSBORO/W.SALEM

Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency

- CONTRACT COMMENT -

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETENICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

- REMARKS --

SEE IN 12 FOR PROGRAM REVISED BACK TO NIGHTLINE

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US	W-F	F,M	₩ ਸ਼		ਸ, ™		W-F	F,M			DS	1 1 1 1	Day	PLS CF THANKS
09/16-09/16	09/12-09/14	09/07-09/10	09/12-09/14	V2 Comment Changed	09/07-09/10 Station Remark		09/12-09/14	09/07-09/10	V2 Comment Changed	Station Remark.	09/09-09/16	1 1 1 1 1 1	Dates	
11A-12P	12P-1P	12P-1P	730P-8P	red .	730P-8P V2 this li		12P-1P	129-19	led	V2 correct will need	11P-1130P	1 1 1	Time	
THIS WEEK	MILLIONAIRE	MILLIONAIRE	FAMILY FEUD		730P-8P FAMILY FEUD .30 $730P-8P$ FAMILY FEUD .30		MILLIONAIRE	MILLIONAIRE		V2 correct programming is 'what america thinks' $\&$ will will need a rate of \$30 to clear.	HOLLYSCOOP		Program .	
.30	.30	.30	.30		to clear)	.30	.30		will	.30	1	Len	
\$25.00	\$20.00	\$20.00	\$70.00	**	\$70.00		\$20.00	\$20.00			\$10.00		Rate	
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ы	N	Н	N		۸)	2	13			N	1	Total Spots	
\$25.00	\$40.00	\$20.00	\$140.00		\$140.00	5	\$40.00	\$40.00			\$20.00	1 1 1 1 1 1 1 1	Total Cost	

Station W/X	Rep Order# EC'd Yes
Station W/XTV/-TV/ CPRENSBORO/W/SALEM	9808454
SBORO/W S	Ver# 5
ALEM	Ver# 5 Status Revised
Agency	Traffic Or
Agency () SMART MEDIA GROUP	Traffic Order# 1365668
SP .	Printed: 09/ Last Received: 09/ Showing Buylines: All Lines
Rep Firm	09/11/2012 4:06 PM 09/11/2012 3:37 PM Lines
	2 of

w

19	*18	17	*16	15	14	*13		*12	1 1	10		* !	In I	Station Advertiser Product Estimate# Buyer Phone#
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09/12-09/14	09/12-09/12 Station Remark. V V2 Comment Changed	09/10-09/10	09/15-09/15 Station Remark. V V2 Comment Changed	09/07-09/10	09/12-09/14	09/07-09/10 Station Remark. V V2 Comment Changed	Sales Remark. V3 Program Name V5 Program Name	09/12-09/14	09/07-09/10	09/16-09/16	Station Remark. V V2 Comment Changed	09/15-09/15	Dates	WXLV-TV GREENSBORO/W.SALEM () POLITICAL MCCRORY FOR GOV 907916 PATRICIA DOME
6P-630P	10P-11P V2 correct will clear yed	109-119	72 GE	730P-8P	7P-730P	7P-730P] V2 this line yed	V5 REVISED PRO Change, Comment Change, Comment	1135P- 1206A	1135P- 1206A	630P-7P	V2 this line jed	630P-7P	Time	SALEM
NEWS	FINAL WITNESS programming is 'revenge' & your rate	CASTLE	-630P HOLLYSCOOP this line is n/a due to college football	FAMILY FEUD	FAMILY FEOD	PAMILY FEUD is n/a & we will need a rate of \$140	V5 REVISED PROGRAM BACK TO NIGHTLINE hange, Comment Changed hange, Comment Changed	NIGHTLINE	NIGHTLINE	ABC WORLD NEWS	ne is n/a due to college football	ABC WORLD NEWS	Program	Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 Agency C/P1/P2/E MCCR/ORDR/907916 Flight Dates 09/05/2012 - 09/16/2012 Hiatus Weeks
.30	.30	.30	30	.30	.30	.30 to clear		.30	.30	-30		.30	Len	UP 7916 012
\$90.00	\$675.00	\$640.00	\$25.00	\$70.00	\$70.00	\$70.00		\$15.00	\$15.00	\$60.00		\$40.00	Rate	
ω	н	н	ч	N	N	N		N	j⊷i	Н		₽ ! ! !	Spots/Week	Rep Firm Sales Office () Salesperson () Salesperson Phone# Salesperson FAX#
H	Н	Н	Н	Н	Н	Н		Н	Н	н		₽ ; !	# of Weeks) WASHINGTON) JONATHAN VITTI \$ 202-955-5342
ω	 -1	Н	بر	N	2	N		И	ы	Н		는 1 1 1	Total Spots	TON N VITTI 5342
\$270.00	\$675.00	\$640.00	\$25.00	\$140.00	\$140.00	\$140.00		\$30.00	\$15.00	\$60.00		\$40.00	Total Cost	

Ver# 5

Status Revised

Traffic Order# 1365668

Printed:

3 of

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-REPORT TOTALS-

Report Totals. 31 / \$2,640.00

-SALES MONTHLY TOTALS-

Sales Totals. 31 / \$2,649.00 Sep 12. 31 / \$2,640.00

Lines not sent/rcld/rtrn. 0 / \$0.00 Station Totals. 31 / \$2,640.00

-COMPETITIVE-

Market Totals

\$37,714

WGHP CABL

26% %

VYMW UNKN

00 0/0

MUPN WBFX

%

Demos Books null RA35+

WXII WCWG 39% % AMEMA MXLV 28% 700

Rep Order# EC'd Yes 9808454

Ver#

4

Station

WXLV-TV GREENSBORO/W.SALEM

Agency

Status Returned

Traffic Order# 1365668

Last Received: Printed: 09/11/2012 2:43 PM 09/07/2012 5:38 PM

1 of

2

Showing Buylines: Last Sta Revised Lines

Sales Office Salesperson (Rep Firm

) JONATHAN VITTI WASHINGTON

Salesperson FAX# Salesperson Phone# 202-955-5342

Fax#

Phone# Buyer Estimate# Product Advertiser

PATRICIA DOME

Flight Dates Agency C/P1/P2/E

ALEXANDRIA, VA 22314 P1/P2/E MCCR/ORDR/907916

09/05/2012 - 09/16/2012

814 KING ST, SUITE 400

) SMART MEDIA GROUP

Hiatus Weeks

907916

MCCRORY FOR GOV

) POLITICAL

- CONTRACT COMMENT -

RACE OR ETHNICITY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

-- REMARKS --

pls see line # 12 for programming correction

pls revise ppw to reflect this.

spots are sked to run in inightlane

tks

E

*12

W-F

09/12-09/14

1135P-1206A

REVENGE

V3 Program Name Change, Comment Changed

Station Remark.

V4 correct programming is 'nightline'. pls chg back.

Day Dates Time Program

.30

\$15.00

N

Len

Rate

Spots/Week # of

Total Spots

Total Cost

\$30.00

-REPORT TOTALS-

Report Totals. 2 / \$30.00

-SALES MONTHLY TOTALS-

Sep 12. 31 / \$2,640.00

Station Totals. 31 / \$2,640.00 Sales Totals. 31 / \$2,640.00

Lines not sent/rcld/rtrn. 0 / \$0.00

-COMPETITIVE-

Market Totals \$37,714 WCHP CABL % 26% VYYWW UNKN 00 % NADM WBFX % %

IIXW WCWG % AMHM

39% **WXLV** 7% 28%

Ver#

4

Status Returned

Traffic Order# 1365668

Printed: Last Received:

09/11/2012 2:43 PM 09/07/2012 5:38 PM

Showing Buylines: Last Sta Revised Lines

Agency C/P1/P2/E Flight Dates Agency y () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 y C/P1/P2/E MCCR/ORDR/907916 Dates 09/05/2012 - 09/16/2012

Rep Firm Sales Office (Salesperson (

) WASHINGTON) JONATHAN VITTI

Salesperson FAX# Salesperson Phone#

202-955-5342

Hiatus Weeks

Demos Books

null RA35+

Phone# Fax#

Buyer

Product Estimate#

MCCRORY FOR GOV 907916 PATRICIA DOME

Station Advertiser

WXLV-TV GREENSBORO/W.SALEM er () POLITICAL

2 of

Status Revised

Last Received: Printed:

Advertiser Station WXLV-TV GREENSBORO/W.SALEM MCCRORY FOR GOV) POLITICAL

Flight Dates Agency C/P1/P2/E Agency Hiatus Weeks ALEXANDRIA, VA 22314 /P1/P2/E MCCR/ORDR/907916 les 09/05/2012 - 09/16/2012 814 KING ST, SUITE 400) SMART MEDIA GROUP

> Salesperson (Sales Office (Rep Firm

) JONATHAN VITTI) WASHINGTON

Salesperson FAX# Salesperson Phone#

202-955-5342

- CONTRACT COMMENT -

Fax#

Phone# Buyer Estimate#

PATRICIA DOME

907916

Product

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

- REMARKS -

WORKING ON OTHER SPOTS MISSED SEE IN 12 FOR REVISED PROGRAM THANKS

W-H	I. I. I.
09/12-09/14	1 1 1 1 1 1
1135P- 1206A	1 1 1

Sales Remark.

V3 Program Name Change, Comment Changed

V3 REVISED PROGRAM

*12

TH

Day

Dates

Time

REVENGE Program - W. H. J. C.

> \$15.00 Rate

.30

Len

Spots/Week

of Weeks Total Spots

Total Cost

\$30.00

-- REPORT TOTALS-

Report Totals. 2 / \$30.00

-SALES MONTHLY TOTALS-

Sales Totals. 31 / \$2,640.00 Sep 12. 31 / \$2,640.00

Station Totals. 31 / \$2,640.00

Lines not sent/rcld/rtrn. 0 / \$0.00

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1

Market Totals	\$37,714	CABL	%	UNKN	%	WBFX	9/0	WCWG	%	
		WCHP	26%	AXMM	%	MUPN	% O	IIXM	39%	

AMEMA ATXM

700 % %

Printed: Last Received: 09/10/2012 9:19 AM 09/07/2012 5:38 PM

2 of

2

Showing Buylines: All Rep Revised Lines

Advertiser Product Station WXLV-TV GREENSBORO/W.SALEM Y () POLITICAL MCCRORY FOR GOV

Phone# Buyer Estimate# PATRICIA DOME 907916

Fax#

Demos Books

null RA35+

Hiatus Weeks

Agency

Agency C/P1/P2/E
Flight Dates () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 C/P1/P2/E MCCR/ORDR/907916 Dates 09/05/2012 - 09/16/2012

Rep Firm Sales Office (Salesperson (

) WASHINGTON) JONATHAN VITTI

Salesperson FAX# Salesperson Phone#

202-955-5342

Last Received: Printed: 08/31/2012 11:14 AM 08/30/2012 10:13 AM

Showing Buylines: Last Sta Revised Lines

WXLV-TV GREENSBORO/W.SALEM 907916 PATRICIA DOME MCCRORY FOR GOV) POLITICAL

Agency Hiatus Weeks Flight Dates Agency C/P1/P2/E () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 MCCR/ORDR/907916 09/05/2012 - 09/16/2012

> Rep Firm Sales Office Salesperson () WASHINGTON) JONATHAN VITTI

Salesperson FAX# Salesperson Phone# 202-955-5342

- CONTRACT COMMENT -

Fax# Phone# Buyer Estimate# Product Advertiser Station

REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

•	*18	• • • • • • • • • • • • • • • • • • •	9T*		*I3	₹: *	*		*4		4.	i i	Ē	thanks	מקם מ	REMARKS	RACE OR	BROADCA
	W		*SA		F,M		SA		F.M		SU	1	Day		lines 1 6	RKS –	RACE OR ETHNICITY.	ST ADVERT
Station Remark.	09/12-09/12	Station Remark.	09/15-09/15	Station Remark.	09/07-09/10	Station Remark.	09/15-09/15	Station Remark.	09/07-09/10	Station Remark.	09/09-09/16		Dates	thanks	9.13.16 & 18			BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE
V2 correct will clear	ATT-40T	V2 this li	6P-630P	w2 this li	7P-730P	V2 this li	630P-7P	V2 this li	730P-8P	V2 correct will need	11P-1130P	1 1 1	Time					THE BASIS OF
programming is 'revenge' & your rate	FINAL WITNESS	line is n/a due to college football	HOLLYSCOOP	W2 this line is n/a & we will need a rate of \$		V2 this line is n/a due to college football	ABC WORLD NEWS	V2 this line is n/a & we will need a rate of \$140 to clear	FAMILY FEUD	V2 correct programming is 'what america thinks' will need a rate of \$30 to clear.	HOLLYSCOOP		Program					RACE OR ETHNICITY AND EVALUATES, NEGOTIATES
	.30	• ** **	.30	\$140 to clear	.30	ř.	-30	140 to clear	.30	* & will	.30	1 1 1	E e I					AND
108A	\$675.00		\$25.00		\$7.0.00		\$40.00	est.	\$70.00	i s	\$10.00 60)	Value a/11) } }		·,	S N	COMPLETES ITS
	h		н		20		Д		N		Н	1 1 1	E.	d		d- 1	1-20	BROADCAST ADVI
	بدو		₽		Н		H		Н		2	1 1	# of Weeks	チーデ		こことろく	7	ERTISING C
	H	`\	н / S	\ \	2		ы		N		23	1 1	Total Spots	4		.arm option	N.	ONTRACTS W
	\$675.00		\$25.00		\$140.00		\$40.00		\$140.00)	<i>(</i>	\$20.00)		Total Cost	=======================================	N. W.			COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO

Rep Order# EC'd Yes 9808454 Ver# 2 Status Returned

Traffic Order# 1365668

Last Received: Printed: 08/31/2012 11:14 AM 08/30/2012 10:13 AM

2 of

N

Showing Buylines: Last Sta Revised Lines

Fax# Buyer Estimate# Product Phone# Station Advertiser WXLV-TV GREENSBORO/W.SALEM

r () POLITICAL 907916 PATRICIA DOME MCCRORY FOR GOV

> Hiatus Weeks Flight Dates Agency C/P1/P2/E Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRÍA, VA 22314 /P1/P2/E MCCR/ORDR/907916 tes 09/05/2012 - 09/16/2012

> > Rep Firm Sales Office (Salesperson (

) WASHINGTON) JONATHAN VITTI

Salesperson FAX# Salesperson Phone#

202-955-5342

-REPORT TOTALS-

Report Totals. 9 / \$1,040.00

-SALES MONTHLY TOTALS-

Sales Totals. 31 / \$2,640.00 Sep 12. 31 / \$2,640.00

Station Totals. 31 / \$2,640.00

Lines not sent/rcld/rtrn. 0 / \$0.00

--COMPETITIVE-

Market Totals \$37,714 WGHP CABL 26% % VYMW UNKN 0/0 % MUPN WBFX % 0% WCWG TIXM 39% % VIXW AMAM

> 28% 7%

Demos Books RA35+ null

Rep Order# EC'd Yes 9808454 Ver# 1 Status New Traffic Order# 1365668

Showing Buylines: All Lines Last Received: Printed:

08/30/2012 9:59 AM 08/30/2012 10:10 AM

1 of

Rep Firm Sales Office (Salesperson () WASHINGTON) JONATHAN VITTI 202-955-5342

Salesperson FAX# Salesperson Phone#

- CONTRACT COMMENT -

Fax# Buyer

Phone# Estimate# Advertiser

907916

Agency C/P1/P2/E

MCCR/ORDR/907916 09/05/2012 - 09/16/2012

Agency

() SMARTNIEDIA GROUP -814 KING ST, SUITE 400 ALEXANDRIA, VA 22314

Hiatus Weeks Flight Dates

PATRICIA DOME MCCRORY FOR GOV

Station Product

WXLY-TV GREENSBORO/W.SALEM r () POLITICAL

RACE OR ETHNICITY. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

Date Dates Place Program Article Program Program Article Program A	12	11	10	ø	œ	7	σ	ທ	44	ω	Ν	н	I.n
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Program	09/12-09/14	09/07-09/10	09/16-09/16	09/15-09/15	09/16-09/16	09/12-09/14	09/07-09/10	09/12-09/14	09/07-09/10	09/12-09/14	09/07-09/10	09/09-09/16	Dates
Condition Cond	1135P- 1206A	1135P- 1206A	630P-7P	630P-7P	11A-12P	12P-1P	12P-1P	730P-8P	730P-8P	12P-IP	12P-1P	112-11302	Time
Len Rate Spots/Week # of Total	NIGHTLINE	NIGHTLINE	ABC WORLD NEWS	ABC WORLD NEWS	THIS WEEK	MILLIONAIRE	MILLIONATRE	FAMILY FEUD	FAMILY FEUD	MILLIONAIRE			4
Rate Spots/Week # of Total Weeks Spots	W	ω	~		\wp	<i>\(\)</i>	<i>, \</i>	W		X	<i>y</i>		-
Spots/Week # of Total Weeks Spots 2	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	Len
Spots/Week # of Total Weeks Spots 1 2 2 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	\$15.00	\$15.00	\$60.00	\$40.00	\$25.00	\$20.00	\$20.00	\$70.00	\$70.00	\$20.00	\$20.00	\$10.00	Rate
pots/Week # of Total Weeks Spots 1 2 2 1 2 1 2 1 2 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1												(ن >
# of Total Weeks Spots 2 1 2 2 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1	N	H	₽ .	₽	н	2	щ	И		2	12	ļl	Spots/Week
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Total Cost	N	ш	ŀη	ш	μ	И	μ	и	И	N	И	2	Total Spots
	\$30.00	\$15.00	\$60.00	\$40.00	\$25.00	\$40.00	\$20.00	\$140.00	\$140.00	\$40.00	\$40.00	\$20.00	Total Cost

Books	Station Totals. 31 Lines not sent/rcl —COMPETITIVE— M	Sep 12.	-SALES	-REPORT TOTALS Report Totals. 31 /	19	18	17	16	15	14	13	ľ	En Eax#	Esumate# Buyer Phone#	Station Advertiser Product	Rep Order# EC'd Yes
	ation Totals nes not sent COMPETITIVE	ν . 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	MONTE	REPORT TOTALS. 3:	₩-F	শ্ব	M	SA	'z	₩-F	Ħ,M		Day	ř	sei	
null	31 / rcld/: - Mar		-SALES MONTHLY TOTALS-	US . 31 / \$2,640.00	09/12-09/14	09/12-09/12	09/10-09/10	09/15-09/15	09/07-09/10	09/12-09/14	09/07-09/10	Ī	Dates	PATRICIA DOME	WXLV-TV GREENSBORO/W.SALEM () POLITICAL MCCRORY FOR GOV	9808454
	\$2,640.00 \$2,640.00 rtrn. 0 / \$0.00			0.00	09/14	09/12	09/10	09/15	09/10	09/14	09/10	i		Ħ	ISBORO/W. AL GOV	Ver# 1
	\$37,714				6P-630P	10P-11P	10P-11P	6P-630P	730P-8P	7P-730P	7P-730P		Time		SALEM	Status New
	CABI. WGHP				NEWS	FINAL WITNESS	CASTLE	HOLLYSCOOP	FAMILY F	FAMILY F	FAMILY F		Program	H E A	· A	
	L 0%					TNESS	ند)	đO	FEUD	TUUE	CODE	1		Flight Dates Hiatus Weeks	Agency	Traf
	olo				1	Pic			W	W				Flight Dates Hiatus Weeks	() 814 KII ALEXA	Traffic Order#
	AAMM					Pivoso								09/05/2012 - 09/16/2012	() SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 MCCB/OBDB 1007016	17#
	9/0 9/0													2 - 09/16	DIA GRUE 400 E 400 C 22314	70
	WBFX				.30	₩ ;30	30	.30	.30	-30	.30	!	Len	/2012	OUP	Printed: 08 Last Received: 08/ Showing Buylines: All Lines
	% % O O		F	ık	\$90.00	\$675.00	\$640.00	\$25.00	\$70.00	\$70.00	\$70.00	1 1 1	Rate			Printed: (Last Received: (ng Buylines: All Lin
	WCWG WXII		ν	ζ,		1								Salesp Salesp	Rep Fi Sales (Salesp	08/30/2012 10:10 AM 08/30/2012 9:59 AM nes
	10 0%		121	XX XX X	ω	1 000		Н	N	2	2		Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (12 10:10 J 2 9:59 A
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	ATXM			4	Н	1-1	Н	H	Н	. -1	7	1	# of Weeks	202-955-5342) WASHINGTON) JONATHAN VII	
	7 28 %				ω	Н	Н	Н	2	N	N	1 1	Total Spots	-5342) WASHINGTON) JONATHAN VITTI	2 of
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					\$270.00	\$675.00	\$640.00	\$25.00	\$140.00	\$140.00	\$140.00	1 1 1	Total Cost			
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Demos

RA35+

Phone# Fax#

Product Estimate# Buyer

907916

PATRICIA DOME

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser ()POLITICAL
Product MCCRORY FOR GOV

Printed: Last Received:

3 of

08/30/2012 10:10 AM 08/30/2012 9:59 AM

Showing Buylines: All Lines

Agency C/P1/P2/E
Flight Dates
Hiatus Weeks Agency y () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 y C/P1/P2/E MCCR/ORDR/907916 Dates 09/05/2012 - 09/16/2012

Rep Firm Sales Office (Salesperson (

) WASHINGTON) JONATHAN VITTI

Salesperson Phone# Salesperson FAX#

202-955-5342